carsales

High Impact Homepage

Desktop & Mobile Specifications

mediamotive

PLACEMENT	DEVICE	DIMENSIONS (WXH)	FORMAT	IMAGE SIZE	EXPANDED PANEL DIMENSIONS (WXH)	INITIAL BANNER LOAD	POLITE LOAD	THIRD PARTY TRACKING
Hero Image	Desktop Mobile & App	1920x510px 1125x1125px	JPEG or PNG	300kb	N/A	N/A	N/A	Site hosted, please supply impression tracking only.
Hero Image Text Link 1 (External) View [Manufacturer] Website **Hero Image Text Link 2 (Carsales Internal) Explore [Make] [Model]**	Desktop Desktop, Mobile & App	N/A	N/A	N/A	N/A	N/A	N/A	Site hosted, please supply click tracking Site hosted, CS will confirm URL so click tracking can be supplied
Pushdown Banner - Responsive **Responsive Banner - Expandable**	Desktop Mobile & App	1192x100px 300x100 (600x200px at 2x resolution)	HTML5 refer to template	80kb Default Image	1192x400px 300x534 (600x1067px at 2x resolution)	100kb	1MB User Initiated Expansion 3MB Video Asset	Site hosted, please supply impression & click tracking
Standard Banners*	Desktop, Mobile & App	728x90px 300x250px 300x100px 300x50px 680x75px	HTML5, JPEG or PNG	80kb Default Image	N/A	100kb	1MB	Third party served

*Creative will run against First Impact + Homepage placements on Carsales & Redbook

Overview

The high impact homepage takeover is the most premium product on the carsales network and the gateway to Australia's largest new car marketplace, reaching over 300,000 unique browsers every day.

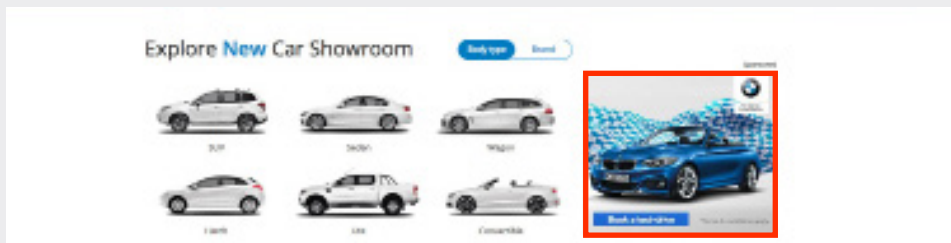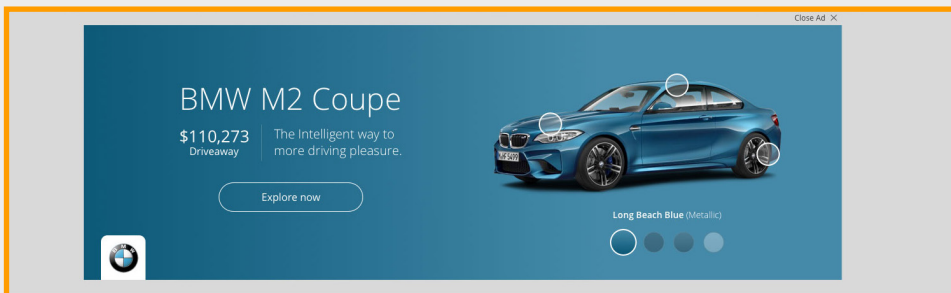**The full high impact experience includes:**

· Homepage Hero Images for Desktop & Mobile
· Homepage Responsive Pushdown Banner Ads for Desktop & Mobile
· Homepage Medium Rectangle Ad for Desktop

This top-of-the-funnel product provides maximum reach and high impact for brand executions, retail campaigns or model support by taking ownership of the auto network homepages and first three impacts across the network.
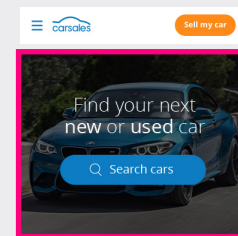
The new emotive homepage design introduces more streamlined search functionality for the consumer. It also allows advertisers a more integrated approach to their sponsorships by owing the hero image, inclusion of a new expandable strip ad unit plus the standard MREC.
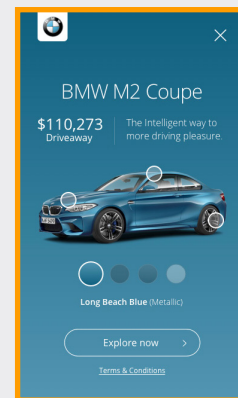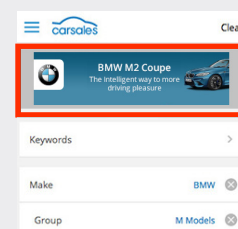
High Impact homepage placements

DESKTOP

MOBILE

1 Hero Images

2 Expanding Banners

3 Additional Banners

Please Refer to templates for setting up your artwork. Templates can be downloaded from the Mediamotive website.

The 'Hero Image' offers advertisers an integrated, native platform delivering an immersive experience for consumers, driving brand and model consideration in the most viewable position on the network.

MediaMotive will build and host the native 'Hero Image' placement and can supply an image from our creative library if required. A dark overlay is also applied to the hero image, allowing the search area and text to be more visible.

The image must contain a single vehicle in natural environments (e.g. landscapes), naturally lit and without high contrasts, shadows or reflections to complicate the search area. At least half the image should contain negative space, to create balance with the interface elements. No retail messaging, text or logos can appear in this section of the sponsorship.
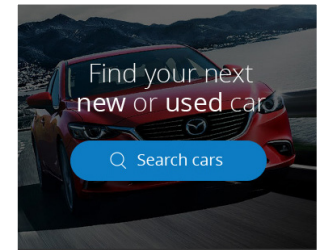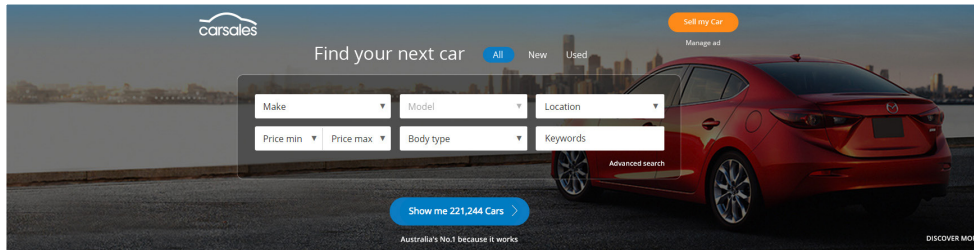
Desktop
Size: 1920px (width) x 510px (Height)
Format PSD, JPEG or PNG (max quality)

Mobile
Size: 1125px (width) x1125px (Height)
Format PSD, JPEG or PNG (max quality)

Dark Overlay
A dark overlay will be applied to the hero image, this allows the search area and text to be more visible. A gradient blue is applied across the top for the carsales logo. For images with a blue sky, the gradient is not required.

Clear Space
The homepage interface elements need to appear clearly with the hero image. When selecting an image, it is important to consider the "clear space" around these elements for legibility.
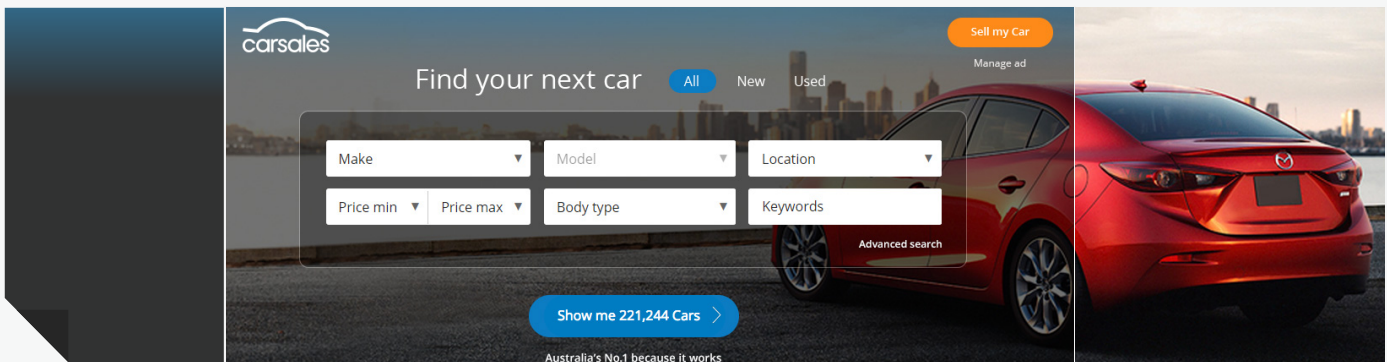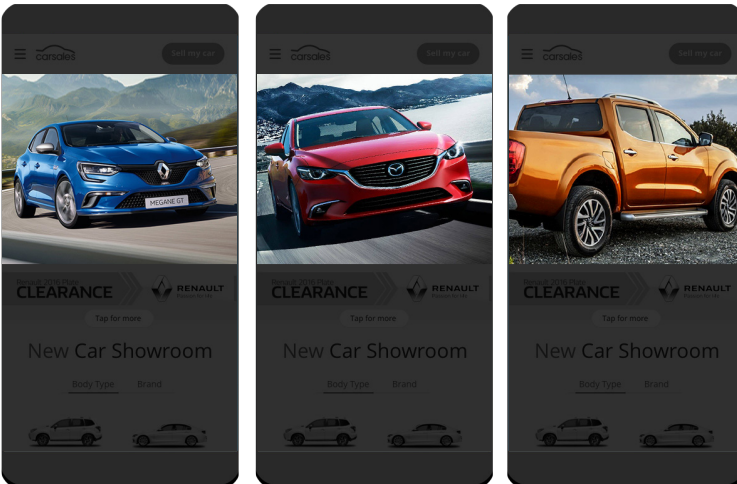

Dark overlay applied to original image

High Impact Homepage - Hero Image

Hero Image examples for desktop

Hero Image examples for mobile

Hero Image Guidelines

- The image showcases a scene with a vehicle (max 2) (no retail messaging, text or logos in image)

- Cars in natural environments (e.g. landscapes), naturally lit and without high contrast, shadows or reflections to compliment the search area.

- Vehicles should be positioned either 3/4 front, 3/4 rear or a side angle.

- 1/2 the image will contain negative space to create balance and compliment the search area.

- A dark blue/grey overlay is applied over the image for the interface to be legible.

- A separate image for desktop and mobile can be used for best layout format (red Mazda example).

Hero Image Text-link Specifications

A text-link will appear in the bottom right corner of the image and will link to a carsales model page, brand page or new car search results. carsales will determine the font and colour of the type face.

Please provide vehicle promo text as below...

Line 1: [Year] [Make] [Model] [Body type]

Line 2: (CTA): EXPLORE THE [Make] [Model]

Third-party tracking for impressions and clicks is available.

Dimensions

Desktop size: 1920px width x 510px height

Mobile size: 1125px width x 1125 height

File format: JPEG Max 300kb

Pushdown Banners

Delivering a strong engagement for advertisers, this hard coded placement provides various options to push brand or retail messages. With an endless variety of interactive options including video, galleries, 360° vehicle rotation, model builders and everything else that can be thought of.

Mediamotive will build and host this responsive pushdown banner directly below the Hero Image which will include tailored messaging provided by the advertiser. Ad expansion is user initiated on user click.

Banner Dimensions

Desktop collapsed strip: Full browser width x 100px height (min width is 992px)

Desktop expanded: 1192px width x 400px height (455px in reality, to accomodate close button and padding)
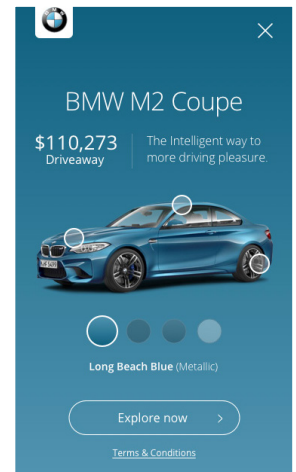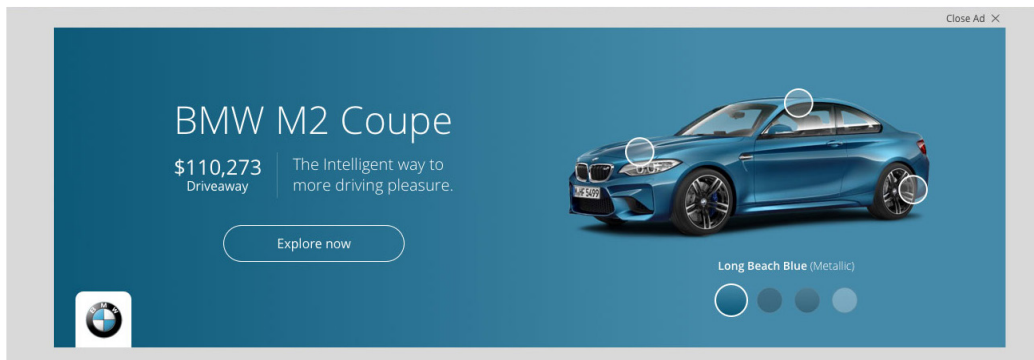
Mobile collapsed strip: 300px width x 100px height (artwork to be supplied at 600x200px for high resolution devices)

Mobile expanded: 300px width & 534px height (artwork to be supplied at 600x1067px for high resolution devices)
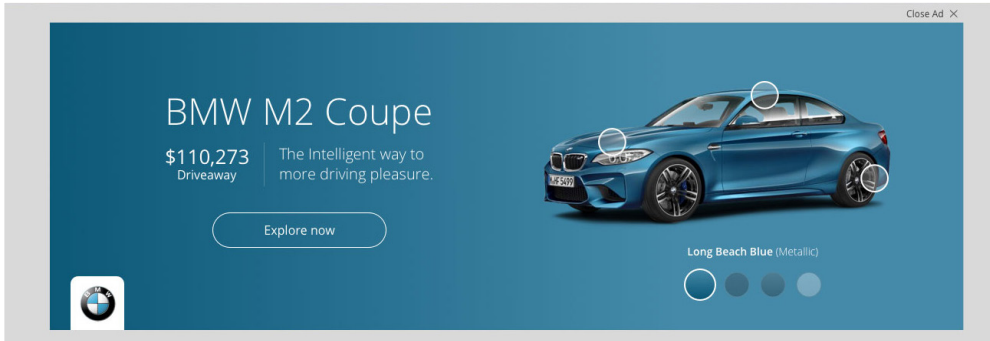
DESKTOP

MOBILE

1. Pre-built Interactive Templates

A. Colour Swatch & Hot-spot Rollover, Pre-built Template
B. Gallery & Video, Pre-built Template
C. Retail Message & Video, Pre-built Template

These templates are designed to showcase the true potential of High Impact ads. Select from a variety of interactive rich Pre-built templates to help deliver an immersive and engaging experience. Interactive ads have the ability to feature video content, animation, image galleries and dynamic content.

- Ability to create highly immersive and engaging experiences

- Templates are device agnostic (responsive design)

- Robust and rigorously tested templates (performance and efficiency)

- Ability to implement dynamic content and additional functionality (e.g. hot spots, image galleries,

  spec data, colour selectors etc...)

- Minimal development overhead (PSD can be supplied with the selected template option).

High Impact Homepage - Pre-built Template Banners

There are 3 templates to choose from...

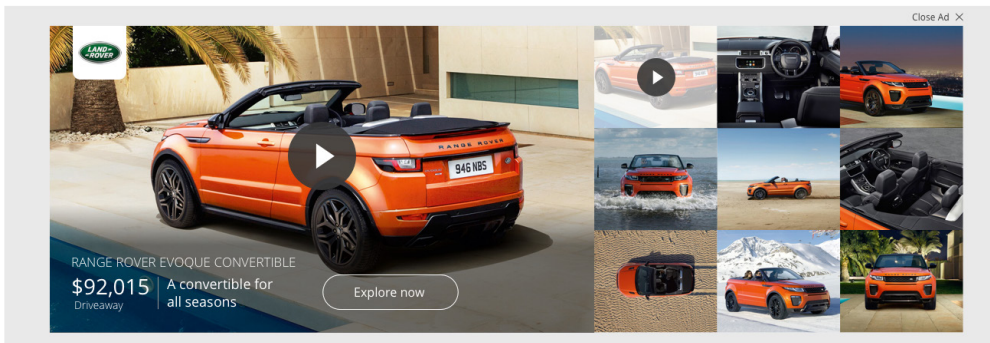DESKTOP   MOBILE
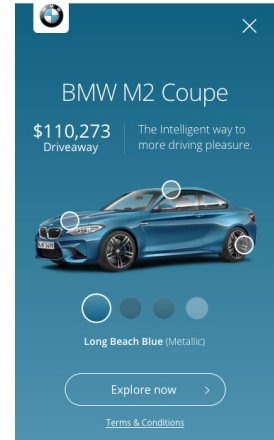
A. Colour Swatch & Hot-spot Rollover, Pre-built Template

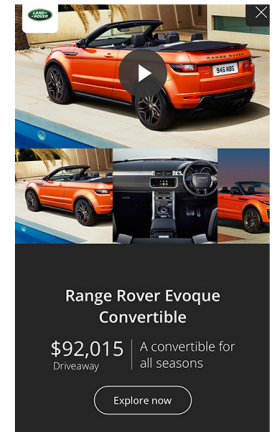DESKTOP   MOBILE
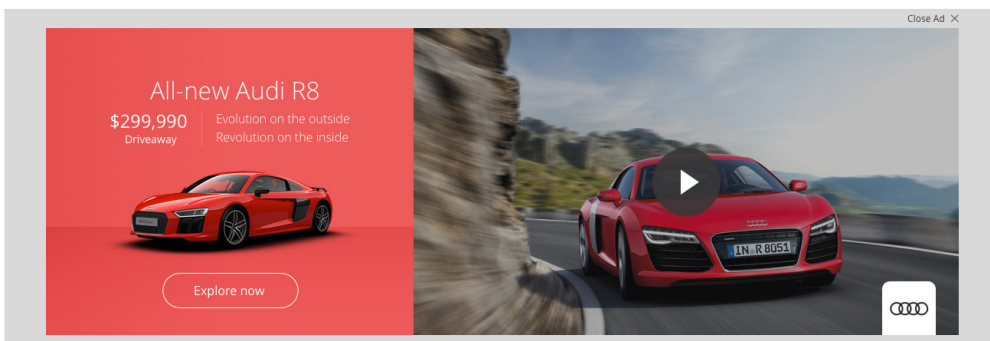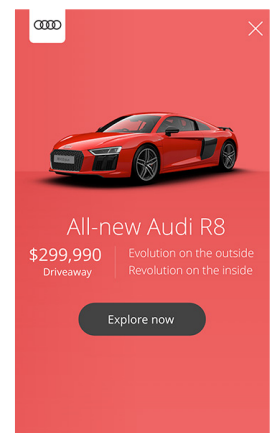

B. Gallery & Video, Pre-built Template

DESKTOP   MOBILE

C. Retail Message & Video, Pre-built Template

Please Refer to templates for setting up your artwork. Templates can be downloaded from the Mediamotive website.

2. Basic Templates

This template unit is best suited for re-purposing existing creative (e.g. skins, mrec, super leaderboard etc...). The 'basic template' allows the ability to drop in static creative assets. The expanded unit is around the same size used to display an IAB standard super leaderboard ad.

- Minimal development overhead
- Design and creative layout flexibility
- Ability to re-purpose existing creative & serve IAB standard ads

DESKTOP
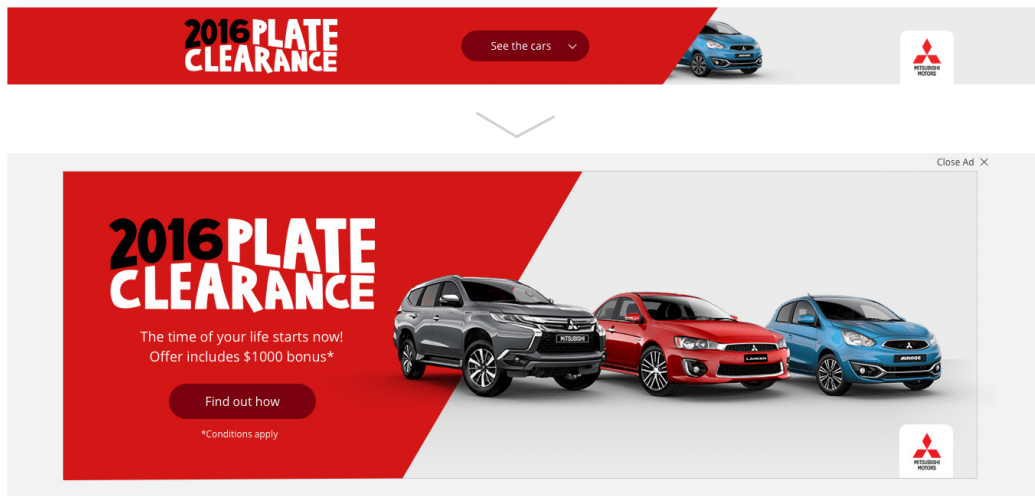
MOBILE
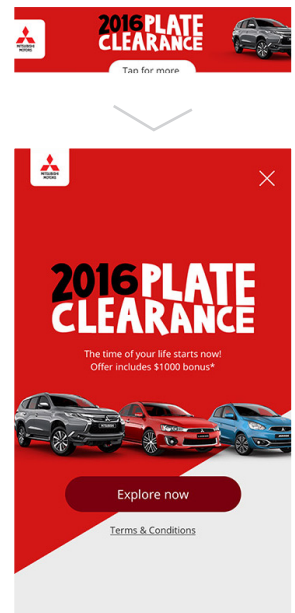
3. Custom Banners

The custom ad option allows for complete creative license of the collapsed ad space* (strip and expanded) and the flexibility to implement custom features, functionality, animation and interactivity to create truly unique experiences.

Third parties can choose to build the custom ad with their own designers and developers, or work with Carsales to design and develop the custom ad within the carsales requirements*. This template option will require an approval process from both sides.

Custom banners can take up to 4 weeks to produce depending on complexity. Please contact MediaMotive to discuss your idea.

*All collapsed strip ads must meet specified dimensions and file size requirements.

- Flexibility to implement custom features, functionality, animation or interactivity
- Unique and tailored experiences to support overall campaign execution
- Ability to create dynamically data driven ads (e.g. dynamically serve specific car pricing or models to targeted audiences and segment's))
- Requires approval from both parties.
- Requires a larger lead time depending on what is required.

Please Refer to templates for setting up your artwork. Templates can be downloaded from the Mediamotive website.

Pushdown Banner Specifications

Banner Dimensions

Desktop collapsed strip: Full browser width x 100px height

Desktop expanded: 1192px width x 400px height

Mobile collapsed strip: 300px width x 100px height **(artwork to be supplied at 600x200px for high resolution devices)**

Mobile expanded: 300px width & 534px height **(artwork to be supplied at 600x1067px for high resolution devices)**

File Sizes

Desktop & mobile collapsed strip: 80kb

Desktop & Mobile expanded: 1mb

Creative Assets

Please provide a download link for the working files (PSD or Sketch), images, logos and other assets required. Third-party tracking for impressions and clicks is available.

Creative Production

1. A creative storyboard must be produced first and provided to MediaMotive by the advertiser for concept approval.

2. The creative build will commence when the creative assets and final storyboard are received.

3. The functional creative may vary slightly from the concept/ storyboard due to build requirements.

4. A test link will be provided for advertiser approval before the creative goes live.

Video Specifications

Size Limits - 3 MB

Dimensions - 710x400px (for pre-built templates)

Format - h.264

Video.mp4 – mp4 format video

Placeholder.jpg for video - same size as video

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Please Refer to templates for setting up your artwork. Templates can be downloaded from the Mediamotive website.

Additional Banners

Native integration for advertisers is key to engagement, however display banners are still one of the most relevant ways to promote a brand's message and provides direct access through to a client's website. With the changes to the homepage, the 300x250 MREC ad plays an important part of the sponsorship and remains in a highly viewable position.

Desktop - MREC Banner

Clients/agencies will provide the HTML5 files or 3rd party tags to Mediamotive to be implemented into the adserver 10 days prior to the commencement of the campaign.

A template has been created to help advertisers for re-purposing existing creative. The 'basic template' allows the ability to drop in static creative assets.
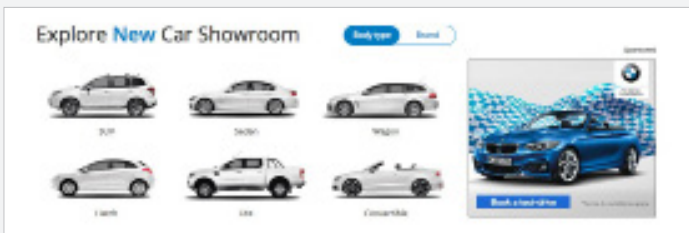
MREC Specifications
Size: 300x250px
Banner Load: HTML5 100kb Max
Back-up Image: JPEG or GIF 80kb Max

Requirements

- Animation length: 30 seconds max, Frame rate: 24 fps, Looping: allowed.

- Creative with a white or light coloured background must include a 1px border.

- In cases where polite download is used, initial pre-load banner must not be left blank.

- Back up images must appear un-pixelated and all writing legible with clearly defined edges.

- Creative must include click tags for publisher tracking.

Hosting Options

HTML5 rich media banners must be third party served via DoubleClick or Sizmek. All third party tags must be SSL compliant (https).

MediaMotive can serve raw HTML5 with all relevant files such as js, css and images being hosted by the client. JPEG and GIF images are also accepted.
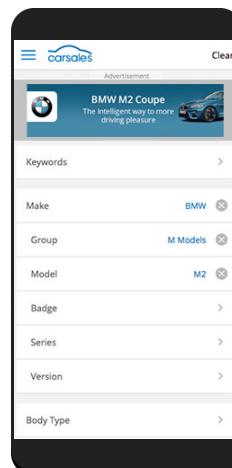
Mobile - Standard Banner

In addition to the placement on the homepage for mobile, the 300x100 banner will appear in the prime location at the top of the refinement page.

Specifications
Size: 300x100px
Banner Load: HTML5 100kb Max
Back-up Image: JPEG or GIF 80kb Max

Templates & Specifications

Templates can be downloaded from the Mediamotive website. Once you have completed, please send to us so we can check and test it thoroughly with our talented team.

HTML5 Responsive Pushdown Banner

The creative is designed for browsers set to 100% resolution and is supported on Internet Explorer 9+, Firefox, Chrome & Safari.

Timeline

- Creative must be received 10 working days prior to campaign start to ensure technical compatibility and approval.
- For more information please contact **product@mediamotive.com.au**